


Facts Tell, Stories Sell!



PERSUASIVE PRESENTATIONS

Sharon Ferrier

A close-up photograph of a man's face from the nose up, looking upwards and to the right. He has brown hair and is wearing a green shirt. A thought bubble is connected to his head by three small circles of increasing size.

Please stop,
My brain is full!





Emotion

“People buy on emotion
and justify their
purchase with logic”

Anon



@MsPersuasive



**Make
people care**

**Make the
difficult easy**

Excite

Sell!

Stories

Explain

**Make your
message stick**



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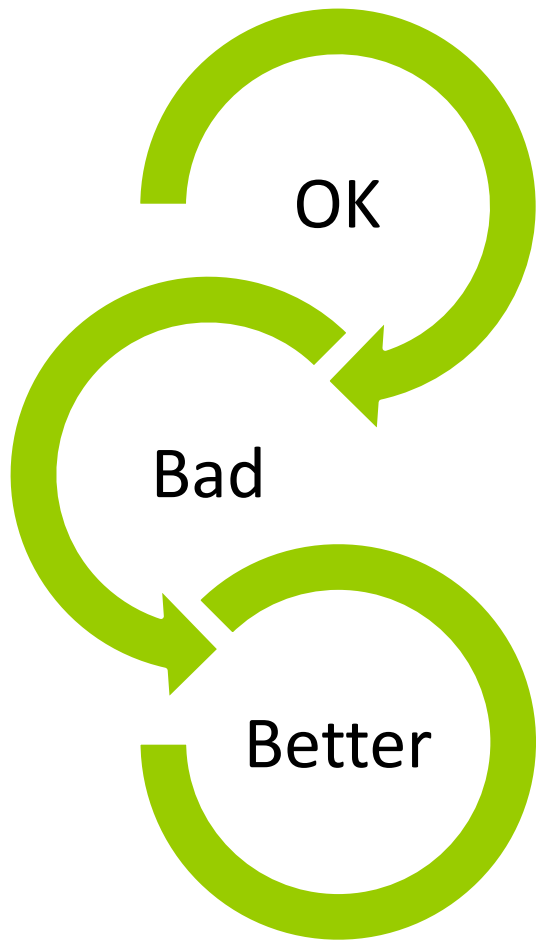


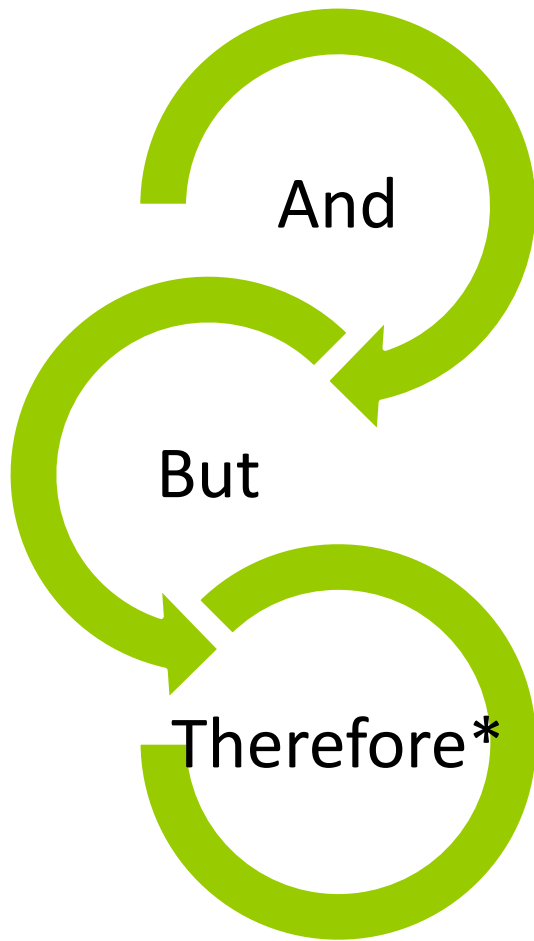
@MsPersuasive



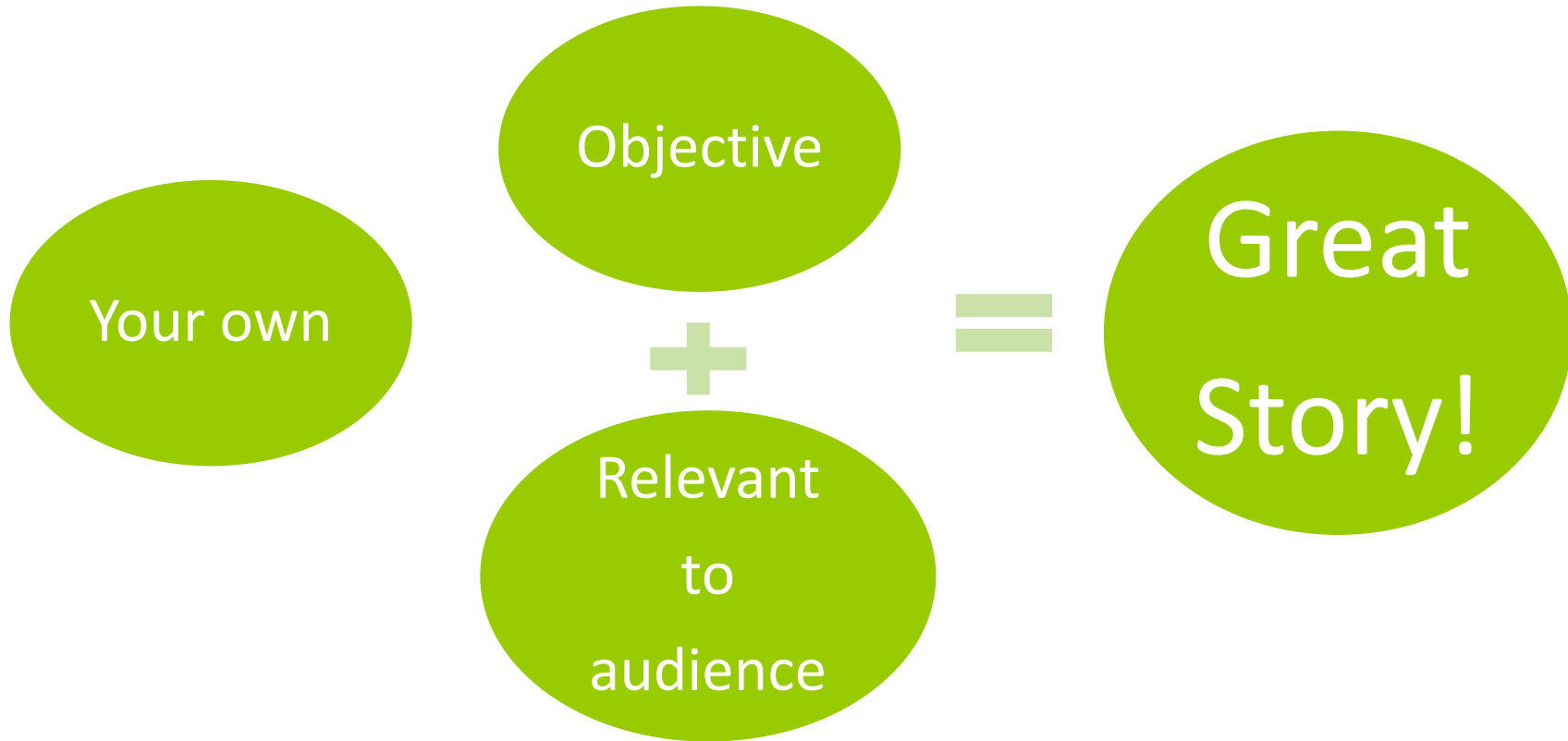
Story Telling Models

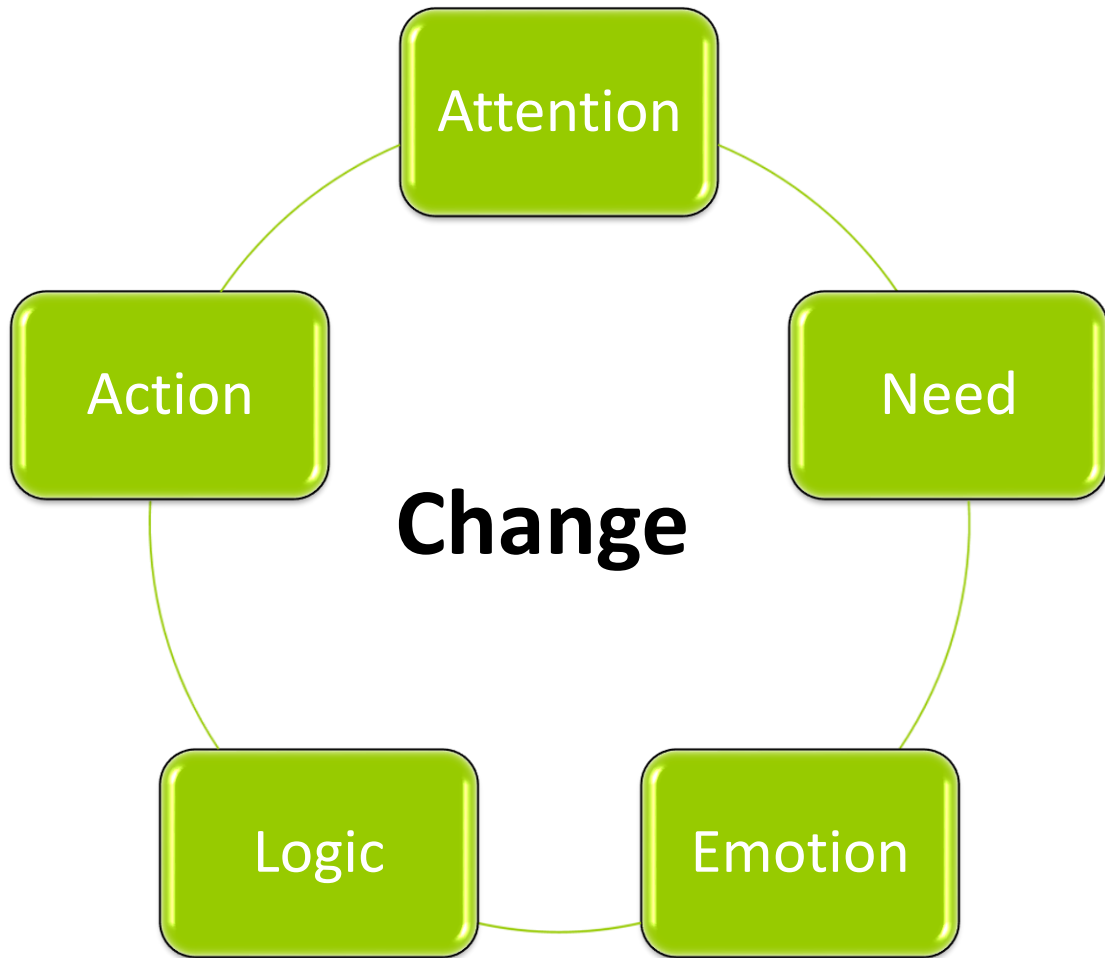






*** Dr Randy Olson**







What Now?

Look and listen,

Tweak and try,

Collate and keep!



Sharon Ferrier

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